

Abstract

Embodiments of the invention are directed to a system, apparatus, and method for printing oversized print media which allow for the printing of a preassembled substrate or a single piece substrate without compromising the integrity of the print quality. Preferred
5 embodiments of the invention comprise a series of stations, wherein a specific task is performed at each station. Prior to printing an image, in preferred embodiments, print substrate segments are preassembled into image size substrates such that upon the completion of printing, the product is complete. A preassembled print substrate is loaded onto the platform at the loading station. Once the print substrate is loaded onto the platform, the platform is linearly translated to
10 the printing station, whereby the platform is incrementally moved under a print head. During printing, the portion of the print substrate being printed is elevated such that the substrate is taut. Upon the completion of the printing task, the printed substrate is unloaded, rolled and prepared for packaging.